

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BCT 1024 - CRITICAL THINKING AND APPLICATIONS IN MANAGEMENT

(All sections/ Groups)

29 MAY 2019
2:30 p.m – 4:30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS:

- a. This question paper consists of **TWO** parts – Part A and Part B. The total number of pages for this examination paper is **10 pages** (including the cover page).
- b. Please answer **ALL** questions.
 - **Part A** contains multiple choice questions (40 marks). Shade the most appropriate response on the multiple-choice answer sheet.
 - **Part B** contains short-answer questions (60 marks). Write your answers in the Answer Booklet provided.

PART A: MULTIPLE CHOICE QUESTIONS (40 marks)

Read each question below and then indicate the most appropriate response on the multiple-choice answer sheet. (2 marks for each correct answer, for a total of 40 marks)

1. Which of the following is NOT the reasons for studying critical thinking?
- a. Identifying other people's positions.
 - b. Evaluating the evidence.
 - c. Reflecting an issue in a hasty manner.
 - d. Being able to read between the lines.

Question 2 and 3 are from the short passage:

Joshua was driving his truck over the speed limit. He had no excuse for driving over the speed limit. Furthermore, he was *intoxicated*. Joshua was breaking the law.

2. The word "intoxicated" means a condition when a person is affected by alcohol or drugs especially to the point where physical and mental control is markedly diminished. This is an example of _____ definition.
- a. precisising
 - b. lexical
 - c. tendentious
 - d. stipulative
3. Identify which of the following answer is **TRUE** in relation to the short passage above.
- a. argument; conclusion: he was intoxicated.
 - b. nonargument; summary
 - c. nonargument; description
 - d. argument; conclusion: Joshua was breaking the law.

Conclusion ...

4. An argument must satisfy which of the following conditions?
- It must be intended to persuade someone about something.
 - It must contain indicator words for conclusion or premise.
 - It does not make a declaration about someone or something.
 - It must have a series of supporting statements
5. The statements describe a rhetorical question **EXCEPT**:
- It is used to persuade or influence the audience.
 - It is a type of question asked not for the answer, but for the effect.
 - It is used to emphasize a point or just to get the audience thinking.
 - It is used using language which suggests or direct to a particular answer.
6. Which of the following passages contain arguments?
- He must be at home. His car is in the driveway.
 - I stayed home from school because I was sick.
 - The rich and famous tend not to be happy. Look at Michael Jackson.
- I only
 - III only
 - I and III
 - I , II and III
7. Everyone who eats carrots is a vegetarian. John eats carrots. Therefore, John is a vegetarian.
- The argument is:
- valid, good
 - valid, bad
 - invalid, strong
 - invalid, bad

Continued ...

8. 90% of graduates from Prince Terry University will be employed once graduated.
Bob is a graduate of Prince Terry University.
Bob will get a job once he graduated.

The above argument is:

- a. valid, good
 - b. valid, bad
 - c. invalid, weak
 - d. invalid, strong
9. Rich people are happy and famous
Amir is rich.
Therefore, he must be happy and famous.
- The above argument is a / an:
- a. deductive argument because the reasoning starts with general concepts and works towards a specific conclusion.
 - b. inductive argument because the reasoning starts with specific facts or observations and tries to create a general conclusion.
 - c. not an argument because no conclusion can be detected.
 - d. causal argument because it asserts or denies that something is the cause of something else.
10. Someone might say they are "taking an early retirement" instead of admitting they got fired. The phrase "got fired" is an example of:
- a. fallacy
 - b. euphemism
 - c. dyphemism
 - d. validity
11. Carmen: How could you tell me I should exercise to lose weight? All you do is sit behind a desk all day. I have never seen you do a single exercise.

The fallacy in Carmen's argument is called:

- a. Tu Quo Que
- b. Red herring
- c. Two wrongs make a right
- d. Appeal to shame

Continued ...

12. Mom: Billy, it's to go to bed.
Billy: Can I stay up and watch a movie?
Mom: You can either go to bed or stay up for another 30 minutes and read.

This conversation is an example of a/an:

- a. bandwagon fallacy
 - b. false dilemma fallacy
 - c. attacking the motive
 - d. scare tactics
13. My father smoked four packs of cigarettes a day since age fourteen and lived until age sixty-nine. Therefore, smoking really can't be that bad for you.
- This is an example of:
- a. sweeping generalisation
 - b. ad hominem abusive
 - c. hasty generalisation
 - d. petitio principii
14. When a person says, "Did you ever think that the event might just be a coincidence?" the person is actually checking whether is there any _____ relationship.
- a. population
 - b. causal
 - c. generalisation
 - d. vague
15. "Capitalists are like vampires". This statement is an example of a/an:
- a. bionics
 - b. analogy
 - c. sample
 - d. argument

Continued ...

16. The third stage in a problem-solving model is _____ :
- define the problem
 - analyse the problem
 - decide for the best solution
 - identify the list of possible solutions
17. Which of the following is NOT an example of a creative problem solving method?
- The Kepner-Tregoe method
 - Free Association
 - SCAMPER
 - Bionics
18. Based on the six thinking hats technique, a person who wears the _____ thinking hat provides facts, figures, and objective information. The best word that fills in the space is:
- blue
 - white
 - red
 - black
19. Which of the following is **NOT** true?
- Often, assumptions are subjective statements.
 - Sometimes, people will try to use “analogies” to prove something or to support an argument.
 - A fact interprets reality, while opinion states reality.
 - We can verify a fact with historical or statistical records.
20. Which of the following is a claim?
- Is any teacher in this room capable of writing a good exam?
 - Watch out!
 - Please shut the door.
 - Keanu Reeve is a woman.

Continued ...

PART B: SHORT ANSWERS QUESTIONS (60 MARKS).
PLEASE ANSWER ALL QUESTIONS.

QUESTION 1: EVALUATING READING MATERIALS (20 marks)

Read the following article below and then answer the questions that follow.

In his book "Thinking Fast and Slow," the Nobel Prize winner Daniel Kahneman identified two systems of thinking. Kahneman viewed, System 1 which is fast, energy efficient and full of shortcomings, and System 2 which is slow, deliberate and consumes high energy. If I ask you what is 2+2, you will effortlessly answer, 4. This is System 1 in action. However, if you are asked what is 123 X 27, you will need to think carefully to do the mental math. This is when we need System 2.

As System 1 utilises many shortcuts, it can make mistakes and has many biases. It applies the "rule of thumb" and does not go into the details of a given situation before arriving at a quick conclusion. This is adequate, indeed necessary, to deal with many of the situations we face daily. The "Future of Jobs" report published by the World Economic Forum in 2016 surveyed senior executives from 371 leading global firms asking them about the skills that they are looking for in the people they recruit. In the report, critical thinking featured very highly, second only to complex problem solving in the list of top 10 employability skills.

This probably does not come as a surprise to you. Critical thinking is a buzz word that everyone is talking about; policymakers promote it, employers want it, universities pledge to inculcate it and students are supposed to acquire it. The question is then can we develop critical thinking and how can we do that?

Traditionally, universities assumed that critical thinking would organically emerge as students take various courses in their selected field of study. However, research conducted by New York University sociologist Richard Arum studying several thousand undergraduates throughout their years at university found that "large numbers didn't learn the critical thinking, complex reasoning and written communication skills that are widely assumed to be at the core of a college education."

Clearly, the systematic development of critical thinking requires a carefully designed student experience that establishes the mental habits and attitudes necessary for this skill to take root. Critical thinking is one of the most important skills that our youth need to be future-proofed in the age of the Fourth Industrial Revolution and education should help them acquire it.

The article was excerpted from:

<https://www.thestar.com.my/news/education/2019/04/21/can-critical-thinking-be-taught>

Continued...

Now answer the following questions:

- 1a. List down **FOUR (4) sentences** that contain objective statements.

(8 marks)

- 1b. Among the following critical thinking standards namely: clarity, accuracy, precision, depth, breadth, logic, fairness and relevance, state **FOUR (4) sentences** that you could detect from the article that have violated the critical thinking standards. Then, explain how the critical thinking standards were violated.

In your answer booklet, you can draw a table and present your answer as follows:

(12 marks)

Example:

Critical Thinking standards violated in the article	Example of sentences and explanations
Precision	<i>"As System 1 utilises many shortcuts, it can make mistakes and has many biases"</i> The author neither described how the shortcuts occur nor how the mistakes are eventually made. It is dubious to accept that System 1 suffers from biases as compared to System 2.

[Total: 20 marks]

Continued...

QUESTION 2 : EVALUATING MEDIA MESSAGES (20 marks)

While searching for a flight ticket using Escapade Airlines' website, Sofia critically evaluated the website quality that she came across.

The promotion website advertisement banner displays:

"Enjoy up to 5000 points for each destination and you can redeem flights to any favorite destination with our co-brand credit card! Hassle free travelling. Sign up for the credit card now!"

Then she scrolled down the website and realized there was a small box at the bottom of the website with a disclaimer that was written in small fonts that states:

"Points shown are based on normal fare and vary for each destination. Convenience fee is included. The points are not applicable for flights that have promotional fares."

She was not sure what convenience fees and promotional fares are, so she searched the meaning of both terms in the Internet. "A convenience fee is a fee that a business charges customers who use credit cards rather than other form of payment that is standard for the business". Whereas, "promotional fare is is a discount that is used in times of slow business that will hopefully increase business over this period".

Now answer the following questions:

2a.

Based on the advertisement, identify and define **THREE (3)** advertisement ploys that Escapade Airline used in the banner. Then, write **ALL** sentences or phrases that contain the advertisement ploy. In your answer booklet, you can present your answer in a table as depicted below:

Advertisement ploys and definition	Example of the phrase
Write the name of the advertisement ploy. Then, define the advertisement ploy.	State phrase(s) that is / are used under this advertisement ploy category.

(12 marks)

2b. Write down **FOUR (4)** comments about the advertisement that you could give to Sofia. Highlight each comment with an example that you could cite from the advertisement.

(8 marks)

[Total: 20 marks]

Continued ...

QUESTION 3: ARGUMENT IDENTIFICATION (20 marks)

Read the following letter to editor and then answer the following questions:

I refer to the call by Human Resources Minister S.Kulasegeran for ex-convicts to be employed. It is a known fact that the risk of recidivism (the tendency of a convicted criminal to reoffend) among ex-prisoners is high if they are unemployed. Several studies have revealed there is public hostility towards ex-offenders and they are denied employment and other Constitutional privileges through a type of mistreatment called "invisible punishment". Society and employers must give ex-offenders an opportunity to rebuild their lives by providing them with the necessary skills for employment. By providing them with the relevant technical skills for jobs such as a car mechanic, carpenter, plumber or electric wiremen, this would rebuild confidence towards ex-offenders to embrace their new life. It also free them from unfounded discrimination.

By C. Sathasivam & Luvenraj, Seremban.

The letter was excerpted from:

<https://www.thestar.com.my/opinion/letters/2019/04/30/>

Now answer the following questions:

- 3a. Identify the conclusion, premises and any supporting statement from the letter.

In your answer booklet, if there is a supporting statement, label clearly the type of supporting support and which premise it is used to support. If there is no supporting statement used to support a premise, write "Not Applicable".

Example:

Premise 1: _____

Anecdote to support Premise 1: _____

(10 marks)

- 3b. Vagueness occurs due to several reasons such as imprecise choice of words, unclear standards used and unclear context of discussion. Based from the above letter, detect **FOUR (4)** vague words and briefly why it is vague.

(10 marks)

[Total: 20 marks]

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